

INFORMATION FILE

DAIRYLAND PROCESSING PLANT AND DISTRIBUTION CENTRE COURTENAY, B.C.

JUNE, 1982



 *Best of all, it's*
Dairyland

FRASER VALLEY MILK PRODUCERS COOPERATIVE ASSOCIATION

Vancouver Island Branches
and Distribution Centres

"Islanders and proud of it"



Port McNeill

Campbell River

Powell River

Courtenay

Port Alberni

Nanaimo

Victoria



The original Comox Creamery plant, built
in 1901 at a price of \$4,040.



Early post-World War II version: the Comox Co-op Creamery plant was built in 1946.



Interior view of the new Courtenay plant,
showing modern pasteurizers and separators
in the production room.



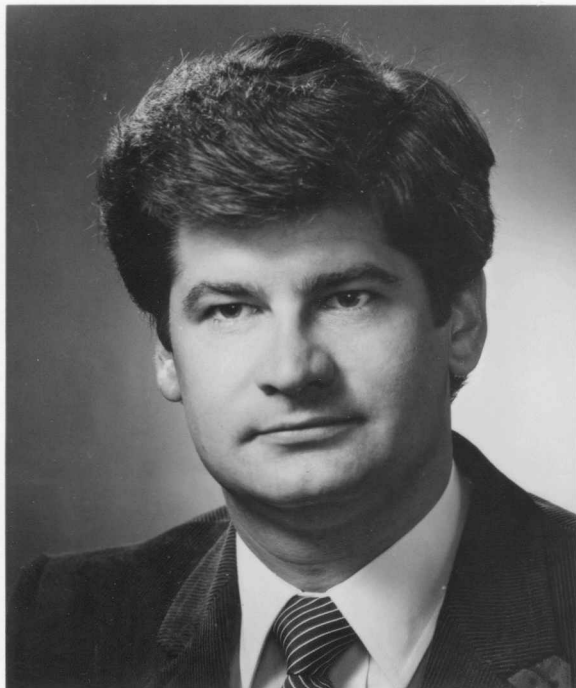
Gordon Park - President

"The history of cooperative marketing of dairy products in the Comox/Courtenay area goes back over 80 years. Fraser Valley Milk Producers Cooperative Association is pleased to be part of this continuing service to the consumers and dairymen of the North Island."



Neil Gray - General Manager

"This new processing and distribution centre is a strong indication of Dairyland's confidence in the health of our industry and the future growth and development of Northern Vancouver Island. We are proud to be partners in this community's future prosperity."



Greg Osborne - Regional Manager

"Based on our sales to date, the dairy industry has not suffered unduly with the current economic climate. No matter what cutbacks people may have to make in their personal spending patterns, they still manage to buy the basics of good nutrition, like dairy products."



Edgar A. Smith - Director/Dairymen

"The dairy industry of the Comox Valley has contributed significantly to the welfare of the community for many years. Local dairymen last year produced, processed and sold over seven million dollars worth of milk and dairy foods. Those dollars are returned to the community as each farm continues its business."

DAIRYLAND COURTENAY PROCESSING PLANT

Facts and Figures

<u>Construction Data</u>	Materials: Concrete Block and Steel Beam Prefabricated, portable cold storage room Dropped ceilings Quarry Brick Floor Contractor: Allan & Viner Construction Ltd. Sub-trades employed during construction: 20
<u>Floor Areas</u>	Total: 24,500 square feet Production Floor, Fluid Cold Room and Ice Cream Cold Room: 3600 square feet each.
<u>Plant Costs</u>	Construction: \$3.5 million New Equipment: \$1 million
<u>Plant Employment</u>	Office/Management Staff: 7 Production/Distribution Staff: 26 Annual Payroll: \$1 million
<u>Address</u>	743 - 28th Street Courtenay, BC V9N 7P4
<u>Telephone</u>	334-4406

DAIRY COOPERATIVE
STILL A FAMILY AFFAIR

The June opening of Dairyland's \$4 million-plus plant in Courtenay is the latest chapter in a family story that spans three generations and eighty years. In 1901, a group of innovative dairy producers in the Comox Valley raised the then-impressive sum of \$4,040 to found the Comox Cooperative Creamery Association. Prior to the establishment of the creamery, the producers were compelled to make and market their own butter. The difficulty faced by all was one of finding good markets for their product.

The goal of their first facility was to process butter from the abundant rich milk produced by the 255 northern Island cows.

The Cooperative's first local Board was President William Grieves, Vice President Thomas Cairns, Secretary Walter McPhee and Treasurer Joe McPhee. W.J. Carroll was the local Cooperative's first employee.

Prior to the mid-fifties, the majority of the Cooperative's members were part-time farmers who augmented their dairying incomes by fishing or logging. With the arrival of pasteurization in 1956, part-time dairy farming became a profession of the past. Unless a person worked hard at keeping his premises producing at peak efficiency, it was simply uneconomic to be a dairy producer. Today, there are 25 dairy producers in the Comox Valley supplying the new plant at Courtenay.

Four of these operators are the sons and grandsons of the original Cooperative members. The names of Casanave, Jones, Hurford and Smith have been synonymous with Comox Valley dairying since the early 1900's. In addition, the Cooperative has been enriched through continuing infusions of new blood. One such producer is Joe Simpson, who started dairying in the Comox Valley in 1978 after several years of employment as a union negotiator.

Ron Neufeld also started dairying at Black Creek in the Seventies, following a career of line-hauling. Albert Holst at Cumberland was a logger for many years. Dave Finlay started dairying in 1976, after being a self-employed trucker. And the most recent Comox Valley dairyman, J.H. Wright, started on Headquarters Road this year, coming from a Saanich based farm.

The passage of time has borne out the following quotation from the September 1914 "Courtenay Herald": "It is doubtful if there are more suitable conditions for the breeding and feeding of livestock than are to be found in the Courtenay-Comox district, and its fertile Valley comprising some thousands of acres. For dairy farming, the district is unquestionably the finest on Vancouver Island."

While these producers and their predecessors have been key contributors to the local economy, their affiliations have also had an impact upon the entire provincial economy. In 1968,

the members of the Comox Cooperative voted to join the Fraser Valley Milk Producers Cooperative Association.

Dairy farming has been a way of life in the Comox Valley's past and there is certainly every indication that this trend will continue.

NEW PLANT REAFFIRMS LOCAL
DAIRY INDUSTRY FUTURE.

On June 10th, 1982, Vancouver Island's vital dairy industry will receive a much-needed increase in processing capacity with the official opening of a new \$4.5 million Dairyland plant in Courtenay. According to Regional Manager Greg Osborne, the new facility is "tangible evidence of Dairyland's faith in the continued strength of our industry".

"Dairyland" is a brand name for the province-wide Fraser Valley Milk Producers Cooperative Association, which members of the former Comox Cooperative Creamery Association elected to join in 1968. Other brand names for the Association's products, widely accepted throughout BC and in other Western Canadian markets, include "Pacific" milk and "Armstrong" cheese. FVMPCA's total sales in 1981 topped \$250 million. The new plant is needed to accommodate continued increases in Northern Island milk production and sales. In 1971, local producers delivered some 9.5 million litres to the Courtenay plant, compared with 15 million litres last year, valued at more than \$7 million. These dramatic gains have been attributed to a combination of more productive cows, more cows per farm, and more efficient use of labour resources by Island producers.

The up-to-the-minute facility replaces the plant Comox Cooperative Creamery Association members had built in 1946. That building, in turn, was the successor to the original plant dating back to 1901.

"Based on our sales to date," says Osborne, "the dairy industry has not suffered unduly in the current economic climate.

No matter what cutbacks people may have to make in their personal spending patterns, they still manage to find money to buy the basics of good nutrition, like dairy products."

Osborne adds that June is Dairy Month in Canada. "While we obviously didn't time the completion of a multi-million-dollar plant to co-ordinate with that event, it does seem appropriate".

COURTENAY PLANT
STATE OF THE ART
IN DAIRY PROCESSING.

Dairyland's new processing plant at 743 - 28th Street in Courtenay is one of the most advanced dairy production facilities in Canada. The raw milk it purchases from some 26 local dairy farmer-owners is processed and packaged for sale in Island grocery stores and supermarkets. The plant also serves as a distribution centre for a wide range of dairy products throughout the North Island.

The plant's construction over the past 14 months involved the use of about 2500 yards of concrete, 32 kilometres of electrical wiring and 3,200 metres of stainless steel piping. The 24,000 square foot concrete block and steel beam structure has a processing rate of 11,000 litres per hour - for an estimated 1982 throughput of 12 million litres.

The six different package lines include the familiar 250 and 500 millilitre cartons, one- and two- litre cartons, four-litre bags and 20-litre bulk container sizes.

A single bay drive-through will permit unloading of even the largest farm tanker trucks. Located in this drive-through bay is the completely automatic cleaning equipment for daily washing and sanitizing of all equipment.

Two 115,000 litre (250,000 lb) raw silo tanks provide ample bulk milk storage. These silos are refrigerated and self-cleaning. Raw milk is processed in a new 11,000 litre (25,000 lb) per hour pasteurizer unit which heats the cold raw milk to 161⁰F for 16 seconds, then cools the milk back down to 35⁰F.

The milk is also homogenized and the milk fat level is standardized prior to packaging to either 2 percent or 3.25 percent.

Two 32,000 litre (70,000 lb) pasteurized silo tanks provide bulk storage prior to packaging for both 2% and homo fluid milk. The pasteurized milk will be packaged in one of four machines. After packaging, the cartons of milk are automatically cased into the familiar yellow Dairyland cases and then stacked six cases high. These stacks are conveyed into the milk cooler for immediate distribution to retail outlets.

The design emphasis on handling efficiency means that milk received from local dairy farms in one day will usually be in the grocery stores' cooler early the next morning.

The 1300 square foot office area incorporates a general office, four private offices, a driver's "check-in" room and a lunchroom which will double as a meeting room during evenings for community oriented clubs and service groups in the Comox Valley.

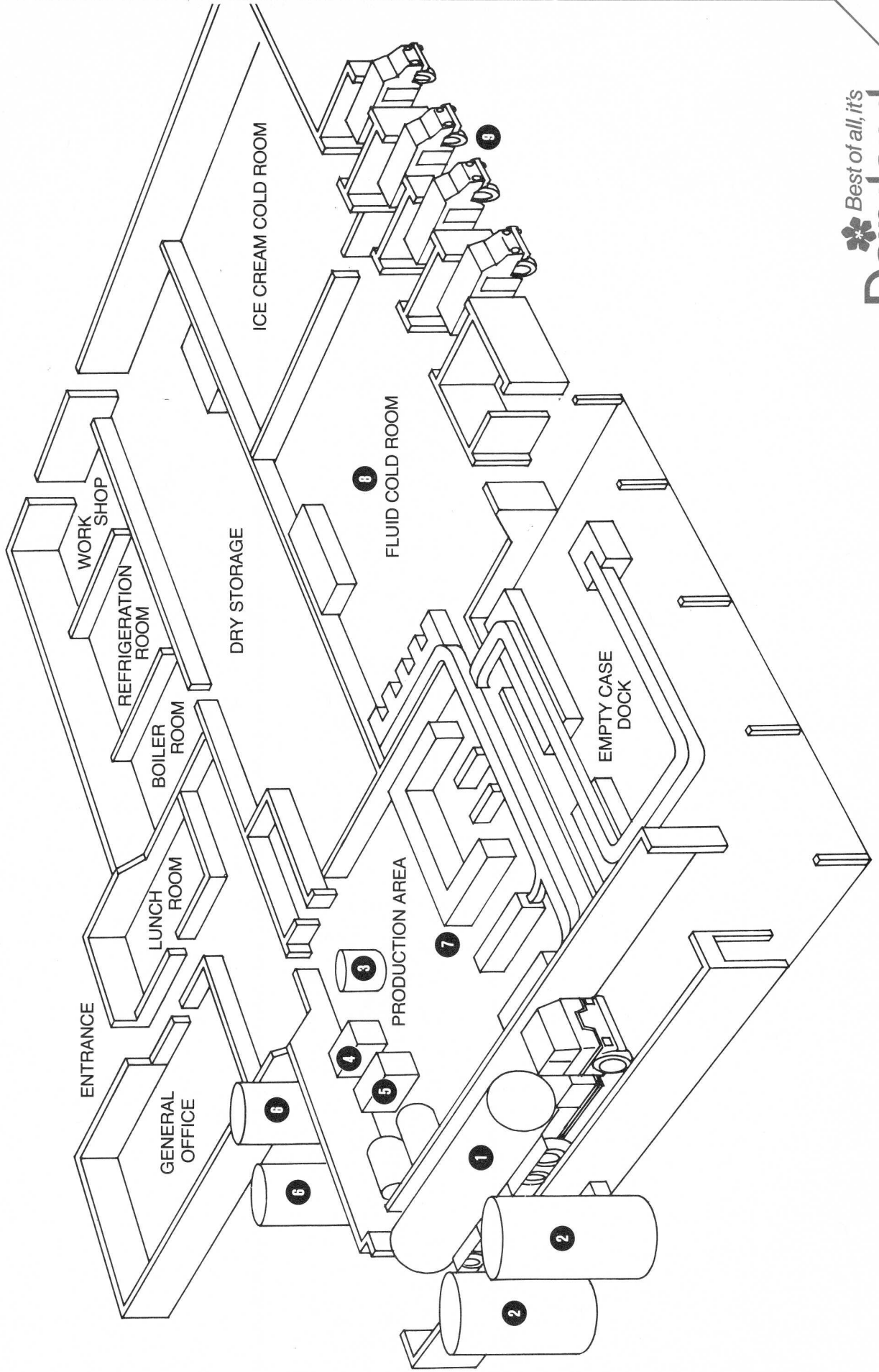
In addition to its \$1 million annual payroll, the new plant will also contribute another \$7 million to the Northern Island economy through its purchases of milk from 25 local dairy farmers. Other local businesses to benefit from day-to-day dealings with the new Courtenay plant will include bulk milk hauling operators, food products distributors, trucking firms and many electrical, plumbing, refrigeration and even security and landscaping firms.

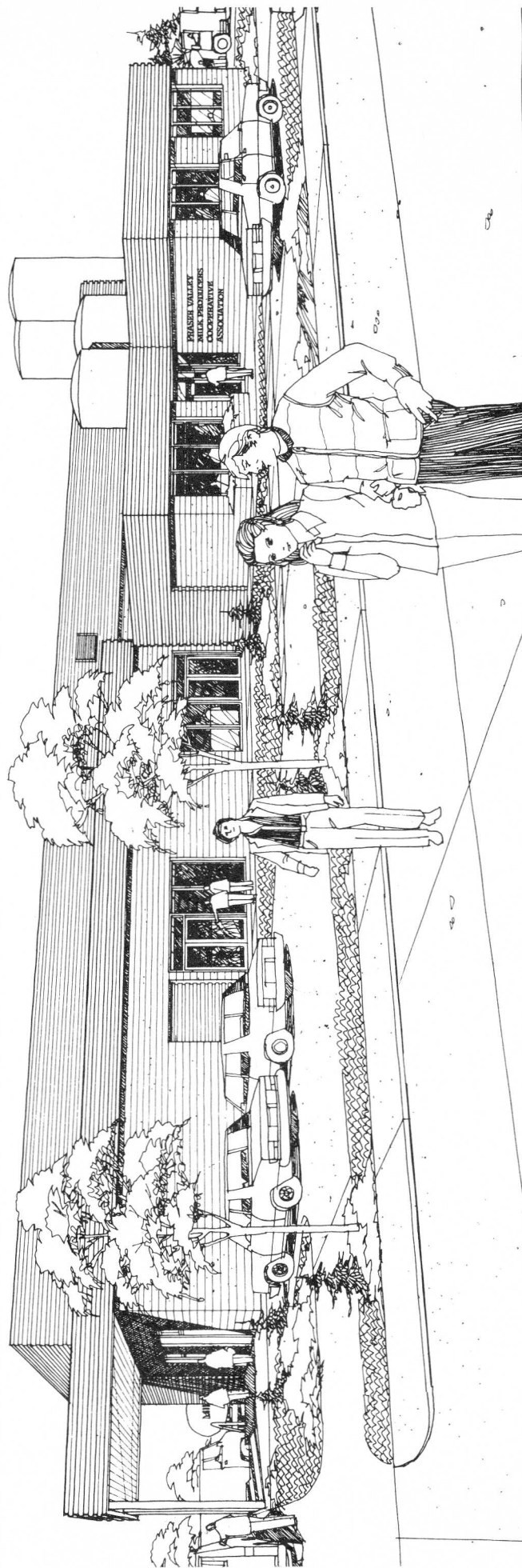
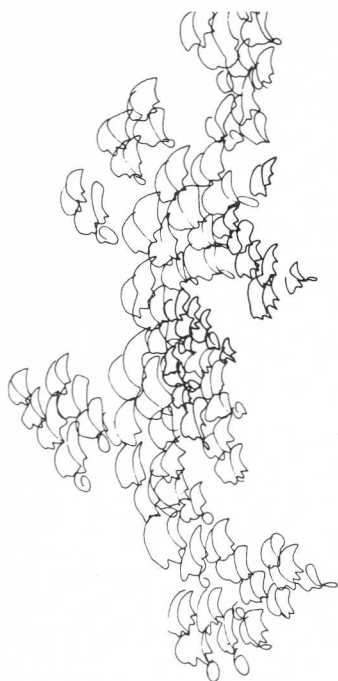
Courtenay Plant

Process flow

Raw milk is delivered fresh daily from local Island farms by tanker truck **1** and pumped into the storage silo **2**. From there, it proceeds to the separator **3**, reduced to the desired level for 3.4%, 2% or skimmed milk. In the homogenizer **4**, butterfat is broken up so it is distributed uniformly throughout the milk in the container. In the pasteurizer **5**, it is heated to 161°F for 16 seconds to ensure freedom from potentially harmful bacteria. (Over

90% of our Island producers ship milk that contains less than 1/25th the bacteria the stringent standards allow.) The milk is then pumped to the pasteurized milk storage silo **6**, where it is held until ready for packaging in one of the four fillers **7**. In the fluid cold room **8**, the processed, packaged milk awaits pickup by delivery trucks **9**, which convey it directly to the stores. On the average, the entire process, from farm to store, takes less than 36 hours.





Artist's conception of Dairyland's advanced \$4.5 million concrete and steel processing plant in Courtenay.

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